

Science Café

.....EAT. DRINK. TALK SCIENCE IN A RELAXED ATMOSPHERE. WE ARE COMMITTED TO PROMOTING ENGAGEMENT WITH SCIENCE AND MAKING IT ACCESSIBLE TO ALL.

The Design of Everyday Things

With Professor Don Norman, Kellogg School of Management and McCormick School of Engineering



Coffee pot for masochists!

Everything you use is designed by someone. When it is done well, it gives pleasure. When done badly, it causes grief, frustration and anger. Worse, it can lead to error, to accidents, and to severe cost in dollars or lives. What is the role that designers play in making sure that the stuff we use is effective, functional, usable, and pleasurable? And while we are at it, let's critique those horrible designs that cause so much trouble! The bottom line is that when you have trouble working something, it isn't your fault: it is the fault of the design.

PLACE: [The Firehouse Grill](#)
750 Chicago Ave., Evanston 60201

DATE: Wednesday, November 18

TIME: 6:15—7:45 pm

For more information <http://www.sciencecafe.northwestern.edu>



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